WHAT IS CLAIMED IS:

    1.   A method for providing broadcast video programming, comprising:

    receiving video programming;

    encoding the video programming into a vertical blanking interval and unused

5   Active lines of a television channel; and

    broadcasting the television channel and encoded video programming.

    2.   The method of claim 1, wherein the unused Active lines comprise Active

lines that are hidden above and below typical lines that a viewer can see on a normal

10   television screen.

    3.   The method of claim 1, wherein the encoded video programming is

completely transparent to the television channel that is broadcast.

15   4.   The method of claim 1, wherein the encoded video programming

comprises a premium cable channel.

    5.   The method of claim 1, further comprising receiving the broadcast

encoded video programming in a wireless device.

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    6.   The method of claim 5, wherein the wireless device comprises a receiver

card for receiving the broadcast encoded video programming.

7.   The method of claim 1, further comprising receiving the broadcast video

programming in a user device, wherein the user device comprises:

(a)   tuning hardware configured to receive normal over-the-air broadcasts

and to pass the encoded video programming;

5   (b)   vertical blanking interval software configured to:

(i)   receive output from the tuning hardware; and

(ii)   decode the encoded video programming;

(c)   decompression software configured to:

(i)   decompress the decoded video programming; and

10   (ii)   output analog audio and video signals to a screen and speaker of

the user device.

8.   The method of claim 7, wherein the vertical blanking interval software

further comprises subscriber management, conditional access, and encryption functions

15   to control access to the video programming in the vertical blanking interval and unused

Active lines.

9.   A user device for processing video programming comprising:

(a)   tuning hardware configured to receive broadcast encoded video

20   programming, wherein the encoded video programming is encoded in a vertical blanking

interval and unused Active lines of a broadcast television channel; and

(b)   software configured to:

(i)   decode the encoded video programming; and

(ii) output the video programming for playback on the user device.

10. The user device of claim 9, wherein the unused Active lines comprise Active lines that are hidden above and below typical lines that a viewer can see on a

5 normal television screen.

11. The user device of claim 9, wherein the encoded video programming is completely transparent to the television channel that is broadcast.

10 12. The user device of claim 9, wherein the encoded video programming comprises a premium cable channel.

13. The user device of claim 9, wherein the user device is a wireless device.

15 14. The user device of claim 13, wherein the wireless device comprises a receiver card for receiving the broadcast encoded video programming.

15. The user device of claim 9, wherein the software comprises:

(b) vertical blanking interval software configured to:

20 (i) receive output from the tuning hardware; and

(ii) decode the encoded video programming;

(c) decompression software configured to:

(i) decompress the decoded video programming; and

        (ii)   output analog audio and video signals to a screen and speaker of the user device.

16.   The user device of claim 9, wherein the software comprises subscriber management, conditional access, and encryption functions to control access to the video programming in the vertical blanking interval and unused Active lines.